

## ABSTRACT

A system to determine metrics based on preference information. The metrics may be presented to a client in several forms and may include at least one of: impact of change in attribute on change in share; impact of change in attribute on share; impact of change in attribute on change in normalized utility; willingness to pay; relation of price and share, given a change in an attribute; gap analysis; gap with competition; unacceptable attribute levels; vulnerability; clout; brand favorability; brand vulnerability; and change in margin due to acceptable change in comparison product.